



**Contractor to Provide Executive Director Services to  
Colorado Public Health Association (CPHA)**

**REQUEST FOR PROPOSAL**

**Proposal Due Date: October 30, 2024**

**Proposal Submission via e-mail to: [ExecutiveCommittee@ColoradoPublicHealth.org](mailto:ExecutiveCommittee@ColoradoPublicHealth.org)**

**Contact and Questions: [ExecutiveCommittee@ColoradoPublicHealth.org](mailto:ExecutiveCommittee@ColoradoPublicHealth.org)**

**CPHA reserves the right to reject any and all responses submitted, in whole or part, and to waive any requirements including the requirement to submit an indication to submit a proposal.**

**Background**

Established in 1938, CPHA is a 501(c)(3) non-profit association representing Colorado's statewide network of current and emerging public health professionals, organizations, and businesses. As the largest and oldest public health association in the state, CPHA is dedicated to transforming the health and well-being of Coloradans. We provide the public health community—both individuals and organizations—with a home, a forum, networks, and opportunities to participate and collaborate in our core areas of work. We are actively working towards becoming an Anti-Racist Organization. At our core, we are committed to transformation through anti-racism and equity, recognizing that these principles are crucial for advancing a strong public health movement in Colorado.

The Colorado Public Health Association (CPHA) mission is to *educate, develop and galvanize the Colorado public health community*. In support of this mission, CPHA will contract with a contractor

(“Contractor”) to provide Executive Director services and program support services as more fully described in Exhibit A attached hereto (the “Scope of Work”).

CPHA is seeking an individual/firm who can provide the following:

- Strategic Development and Oversight
- Fund Development
- Relationship and Partnership Building
- Board of Directors Support and Engagement
- Fiscal Oversight
- Policy Direction and Advocacy

### **Approach**

This request for proposal (“RFP”) provides the Scope of Work to be used as a basis for a written presentation of qualifications of the proposed contractor, approach, systems, and methodologies for the delivery of professional services to CPHA. A fee proposal will be submitted as part of the response. Proposals will be evaluated as described herein.

### **Goal**

The selected Contractor will support CPHA’s mission and programs and work to implement CPHA’s strategic objectives.

### **Key Project Personnel**

The Contractor will report directly to CPHA's Board.

Preferred Experience & Skills:

- Knowledge of leadership and management principles as they relate to non-profit/governmental organizations including 501(c)(3) organization requirements
- Clear commitment, background, and experience in advancing racial and ethnic equity and justice
- Progressive management experience relevant to this position
- Three or more years successful experience with fundraising and grant writing
- Experience working with Non-Profit Board(s) of Directors
- Keen knowledge and understanding of public health
- Knowledge of current public health challenges and opportunities relating to the mission of the organization
- Knowledge of laws and regulations governing non-profits in the State of Colorado
- Experience advocating for state and local public health policy

- Experience in financial and project management
- Highly effective verbal and written communication skills
- Effective, respectful managerial style and ability to motivate staff
- Ability to manage contracts
- Proficiency in technology including Microsoft Office, Customer Relationship Management
- Familiarity with (CRM) software, HTML and website management preferred (WordPress, Your Membership, Microsoft Office Suite, SharePoint)

**Scope of Work**

The Contractor selected by CPHA will provide the services described in the Scope of Work. CPHA expects to enter into a one-year agreement for the services, with the right to extend, as negotiated, up to three years.

**RFP Schedule**

<b>Activity</b>	<b>Date</b>
Release of Request for Proposal	September 10,2024
Proposal Due Date	October 30, 2024
Interviews	November 2024
Contract Award	December 2024

**Proposal Format**

Proposals should provide sufficient and relevant information to evaluate the Contractor’s approach, experience, and capabilities, along with the merits, compensation appropriateness, and competitiveness of Contractor’s proposal.

CPHA reserves the right to approve or deny the inclusion of subcontracted team members.

Contractor proposals must be submitted in the following order and format.

**Cover Letter (1 page)**

Signed cover letters shall be a maximum of one (1) page and include the following:

- i. Introduction to the Contractor, including approach and commitment to racial and health equity.
- ii. Identify whether the firm is a single entity, partnership, corporation, or joint venture, and the date such entity was legally established.

- iii. Name, phone number, and email address of a contact person for the proposal.

**Experience/Knowledge/Skills (3 pages)**

- A. Provide information that illustrates knowledge, skills and abilities related to the Scope of Work, outlined below
  
- B. Answer the following questions:
  - 1. Share your experience working with or managing a non-profit organization.
  - 2. Share your experience with fundraising and grant writing.
  - 3. Share your experience working in or with public health and experience in advancing racial and ethnic equity and justice
  
- C. Provide resume for key staff, including specific information about expertise in nonprofit management and public health. It is CPHA’s preference that a single person is assigned to support CPHA. (not counted in page limitation)

**References (1 page)**

Provide descriptions and references for any relevant prior experience.

**Compensation (1 page)**

Available funding is up to \$60,000/year for and expected engagement of an average 20 hours/week.

The Contractor shall provide a detailed description of compensation structure(s), including all fees/expenses for which CPHA would be responsible for services in the Scope of Work as part of the proposal.

The Contractor may submit alternate pricing for additional services not currently listed in the Scope of Work that may provide additional value to CPHA, as a separate sheet. All pricing alternates should include a detailed description.

**Contract Form Review**

The successful Contractor will contract with CPHA for the Scope of Work. Before entering into the contract, CPHA will work with the Contractor to establish specific and measurable goals for the Scope of Work objectives.

## EXHIBIT A: SCOPE of WORK

Strategic or Organizational Leadership (approximately 25%)

- Supports, reviews, and implements the mission, goals, and by-laws of the organization.
- Work with the board of directors on decision making and clarity of this new role.
- Ensure the daily operations of CPHA, including effective utilization of other contractors.
- Ensuring the organization's operations and programs are being administered.
- Research, develop, and recommend bold, major new programs with Board Members.
- Coordinate with CPHA's partners on existing and new programs, funding opportunities, and CPHA's operations generally.
- Creates, maintains, and nurtures effective alliances and strategic partnerships with various organizations
- Communicates and establishes strong working relationships and collaborative arrangements with public health partners, policy makers, and other organizations to help achieve the goals of CPHA and advance health equity.
- Develops an annual operational plan, for and with the Board that incorporate the goals, objectives, and actions of the CPHA Strategic Plan
- Creates, initiates, research, and recommends operational policy options for CPHA Board consideration; prepares procedures to implement organizational policies; reviews existing policies on an annual basis and makes recommendations to the CPHA Board as appropriate.
- Encourages the work of CPHA committees.

#### Fund Development (Approximately 20%)

- Grow the funds of the organization to support at a minimum a full-time position (either through staffing or a consultant)
- Identify appropriate opportunities to apply funding and coordinate project proposal.
- Research grant funding opportunities to support and expand existing programs.
- Prepare appropriate grants, coordinate approval for submittal of grants, submit grant applications.
- Seek out opportunities for local, state, and federal funding for program support and specific project support.
- Seek out other donor opportunities to support the work of CPHA.

#### Relationship and Partnership Building (Approximately 15%)

- Lead all community engagement, public outreach, and public relations.
- Serve as the primary liaison between the Board and other community groups and the public ensuring understanding of CPHA's goals and objectives and energy efforts and projects.
- Manage and coordinate the public relations efforts
- Represent CPHA at public and private forums including government agency meetings, press conferences, hearings, and receptions.

### Board of Directors Support and Engagement (Approximately 20%)

- Monthly Reporting and ECW Board meetings.
- Work with Board executive committee to set meeting agendas, complete necessary reports, circulate meeting materials, secure meeting space, and facilitate monthly Board meetings.
- Provide a monthly meeting Board package to Board members at minimum 7 calendar days prior to each Board meeting.
- Provide periodic Board updates and assist the Executive Committee and Board of Directors in their duties.
- Schedule, administer, curate, and execute takeaways for and from annual Board retreats
- In coordination with the Executive Officers, orients new Board and committee leaders.

### Fiscal Management (Approximately 10%)

- Meet fundraising goals established CPHA budget and ensure, in collaboration with Administrator, the management of CPHA revenue and expenses.
  - Cultivate new potential donors.
  - Provide a draft annual budget annually for the upcoming fiscal year.
- Work with CPHA's contracted Director of Operations and Bookkeeper to ensure oversight and reporting of CPHA's financial activity, proper budgeting practices, and tracking CPHA finances.
- Ensures that the organization complies with all annual business requirements such as 501c3 operations, business license renewals, IRS statutes, etc.
- Ensures annual financial review and audit occurs in coordination with Treasurer.

### Policy Direction & Advocacy (Approximately 10%)

- Provides staff support to the CPHA Policy Committee including the support of Day at the Capitol and Health Action Policy Summit in coordination with other contractors.
- In collaboration with the Policy Board members, work to ensure approve of annual legislative and budget advocacy agendas.
- Supports the policy board members (policy and APHA) in the recommendations of policies to the board and timely approval of policy positions.
- Oversee a process of internal communication, coordination, documentation and evaluation for CPHA's policy areas.

For more information about CPHA, visit <https://www.coloradopublichealth.org/>